

HIRE HIGH SCHOOL ATHLETES ORG.
PLAYBOOK 1.0

High School Athlete Dream Career Coach

Become a certified high school athlete
dream career coach in 120 hours



CERTIFIED

2025-26
HS Sports Marketing
Season

Coach ID

HIREHIGH SCHOOLATHLETES.ORG
HELP@HIREHIGH SCHOOLATHLETES.ORG
888-275-9711

Welcome

Ready to educate and empower high school athletes?

High School Athlete Dream Career Coach University was created to support anyone and everyone with a passion to educate and empower high school athletes - no experience necessary.

Welcome to our growing educational community of Certified High School Athlete Dream Career Coaches.

Getting certified with our High School Athlete Dream Career Coach University from the comfort of your own home allows you to **learn**, **earn** and **build** with your support community from anywhere in the world with internet connection.



Our education does not stop after the 120 hours, our growing support community comes together to stay on top of the new happenings within our respective territories.

You will be engaging with your tenured, new and aspiring coaches on video, cultivating real-time discussions, role plays, case studies, and practical exercises.

We can't wait to see where you take your journey from here.

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All-in-one Community for you.

Built for High School Athlete Dream Career Coaches by High School Athlete Dream Career Coaches:

- ✓ Be the first coach to claim your own territory
- ✓ High School Athlete Dream Career Coach Playbook 1.0
- ✓ Thrive with Weekly Group Training
- ✓ Team & One-on-One Mentorship Empowerment Calls
- ✓ Learn how to host your own virtual workshops
- ✓ Work while building a brand built from passion
- ✓ Leverage your brand to get more out of your brand
- ✓ Coach Social Media Content Connect Planner
- ✓ Access to Hire High School Athletes Mentor Program
- ✓ Get your 1-year listing added to our map and directory
- ✓ Learn how to host your own virtual workshops and events
- ✓ Build your own high school coach personal brand

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Grow a brand and business with us.

Wait! Here's more support, tools and resources to help you grow your brand alongside with us:

- ✔ Learn how to leverage your coaching brand to launch other businesses, charities and organizations.
- ✔ Operations guide, workshop agenda, scripts, tips, support and resources to host your best virtual workshops.
- ✔ Receive a background check completion with your Certified High School Athlete Dream Career Coach Status.
- ✔ **Are you on X?** Get a chance to help co-host/moderate a session in our growing High School Sports Marketing Community hosted by Coach Ekene @hsnildealsguy
- ✔ **Got a passion to be a public speaker?** Learn how to start your own speaking career as a H.S. Athlete Dream Career Coach
- ✔ Lifetime Access and Ongoing Support to grow your High School Athlete Dream Career Coaching Business.
- ✔ Earn fulfilling commissions while you learn how to be your own coaching business boss.

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Why families, schools, teams & communities work with us

High School Athlete families are in search of more Career Coaches for guidance.

Unless you've got a five star athlete with an agent, when it comes to NIL, high school athlete families are left to navigate this new wild west industry by themselves. Unfortunately, high school staff and administrators are busy, and this is why the services offered by high school athlete dream career coaches are such in demand.

Reasons why families, schools, teams, coaches, communities and athletes choose work with Certified High School Athlete Dream Career Coaches:

- ✓ All Certified High School Athlete Dream Career Coaches are required to successfully complete a Federal Criminal Background Check every year.
- ✓ All Certified High School Athlete Dream Career Coaches complete 120 hours of one-on-one, group and team training throughout the year.
- ✓ All Certified High School Athlete Dream Career Coaches work with other coaches to stay on top of their state's nil regulations and policies to prevent loss of eligibility, learn the nil landscape in different regions, and more.
- ✓ All Certified High School Athlete Dream Career Coaches are trained on the philosophy to Leave No High School Athlete Behind. We believe that all athletes deserve an opportunity to build a professional brand.

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High School Athlete Dream Career Coaching

High School Athlete Dream Career Coaching is the key for former athletes to experience their full potential by experiencing the full circle moment of empowering high school athletes.

Who takes advantage of the high school athlete dream career coaching opportunity?

- ✓ Former high school athletes
- ✓ Educators that love to educate
- ✓ Entrepreneurs and networking pros
- ✓ Counselors & Therapists
- ✓ Nurses and other healthcare professionals
- ✓ Recruiting and HR Professionals
- ✓ Hospitality industry professionals
- ✓ Retired and transitioning sports coaches

People who have a passion for business, brand building, marketing and empowering high school athletes find fulfilling success with this business opportunity.

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Earn your Certified High School Athlete Dream Coaching Credentials Every Year

With talk of NIL at the high school level buzzing everyday, the number of inquiries to become a certified coach with our High School Athlete Dream Career Coachsd University are increasing everyday. People see opportunity just like you.

We're here to help every step of the way.

We have a goal of holding level 1 and level 2 accreditation from various coaching federations, organizations and institutions.

START YOUR JOURNEY IN THREE SIMPLE STEPS:

- ✓ **STEP 1: Register to Get Certified**
Complete your registration with your \$49 registration fee. Reminder: There will be an annual \$49 renewal fee to complete yearly background check and renew status.
- ✓ **STEP 2: Start earning while you learn**
After completing your registration, you will receive access to start earning fulfilling commissions while you learn how to be your own coaching business boss.
- ✓ **STEP 3: Start racking up training and coaching hours**
We equip you for success by ensuring you get time learn by jumping in to co-host and eventually starting to host and moderate your own virtual workshops and events.

Still got questions? Remember that our team is here for support and guidance. Don't hesitate to jump in the support community to get your questions answered by the group, or send questions directly to your mentor.

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High School Athlete Dream Career Coach Duties & Responsibilities

A High School Athletes Dream Career Coach helps high school athletes get one step closer on their dream career path journey, helping them to make informed decisions, set and achieve professional goals, and navigate the job market to find internships, part time and full time job opportunities.

The high school athlete dream career coach duties and responsibilities fall into three categories:

- ✓ **Assessment & Planning**
- ✓ **Job Search & Development**
- ✓ **Support and Guidance**

Assessment & Planning

These duties focus on helping high school athletes understand themselves and defining a strategic path forward. Here's a list of key activities and practical exercises coaches use during the assessment and planning phase:

- **Conducting Dream Career Assessments:** Administering and interpreting various career assessment tools (like personality, interest, and skills inventories) to identify a high school athlete's strengths, weaknesses, values and, dream career aspirations.

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High School Athlete Dream Career Coach Duties & Responsibilities

Assessment & Planning Continued

These duties focus on helping high school athletes understand themselves and defining a strategic path forward. Here's a list of key activities and practical exercises coaches use during the assessment and planning phase:

- **Conducting Dream Career Assessments:** Administering and interpreting various career assessment tools (like personality, interest, and skills inventories) to identify a high school athlete's strengths, weaknesses, values and, dream career aspirations.
- **Goal Setting:** Working with high school athletes to establish clear, measurable, short term and long-term career goals and developing a Dream Career Action Plan to achieve goals.
- **Dream Career Exploration:** Helping high school athletes research and explore dream career options, dream career industries, educational, mentoring and networking pathways that align with their personal and professional profiles.
- **Professional Skill Gap Analysis:** Identifying areas where high school athletes need to upskill, recommending appropriate courses, certifications, or professional development opportunities.
- **Navigating Transitions:** Providing focused guidance for major career transitions, such as transitioning into college, transitioning after playing days are over, changing industries, returning the workforce, or moving into leadership roles.

Job Search & Development

These responsibilities involve providing high school athletes with practical, hands-on assistance for securing employment and building a professional brand to increase chances of securing employment.

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High School Athlete Dream Career Coach Duties & Responsibilities

Job Search & Development Continued

Here's a list of key activities and practical exercises coaches use during the job search and development phase:

- **Virtual Job Fair Events:** Organizing and hosting virtual job fairs that connect companies with high school athlete job seekers for internships, part-time, and full-time job opportunities.
- **Resume and Cover Letter:** Assisting high school athletes in crafting professional, targeted resumes and cover letters that effectively highlight their achievements and skills for specific job applications.
- **Job Search Strategy:** Teaching high school athletes how to leverage online platforms, accessing the hidden job market, and building a professional network.
- **Networking and Personal Branding:** Advising high school athletes on how to utilize networking (in-person and online, like LinkedIn) and developing a strong, consistent personal brand.
- **Market Knowledge:** Staying current with industry trends, labor market dynamics, and employment practices to provide relevant and up-to-date advice.

Support & Guidance

These duties ensure your high school athletes remain motivated, accountable and equipped to overcome challenges. Here's a list of key activities and practical exercises coaches use during the support and guidance phase:

- **Group, and One-on-One Coaching:** Holding regular, confidential and public consult sessions that teach how to monitor progress, address obstacles and offer motivation and emotional support.

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High School Athlete Dream Career Coach Duties & Responsibilities

Support & Guidance Continued

- **Accountability:** Holding high school athletes to the goals they set in their action plans.
- **Facilitating Workshops:** Planning and leading group workshops or training sessions on relevant topics such as communication, workplace professionalism, and soft skills development.
- **Resource Connection:** Connecting high school athletes to external resources, such as community organizations, financial aid options, or mental health services, that may be necessary to overcome barriers to employment.
- **Documentation and Confidentiality:** Teaching high school athletes how to maintain accurate files, progress notes, and ensuring information and confidentiality are managed according to professional and legal standards.

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Our Core Values



NO H.S. ATHLETE LEFT BEHIND

We believe that every high school athlete living in a state where NIL is approved should take their shot at building their own nil brand before leaving high school.

3 E'S: ENGAGE, EDUCATE & EMPOWER

We invite our coaches in training to take charge and start engaging with their amateur athletes to share the good news about nil endorsement opportunities.

BRING FUN, BALANCE & LESS STRESS TO H.S. ATHLETE FAMILIES

Amateur athlete families already have enough on their plate, so we do our best to make our workshops and events light, to the point, and effective with practical and simple action steps.

Work with us !

Hire High School Athletes Organization is dedicated to connecting companies with high school athlete job seekers for internships, part-time and full-time job opportunities.



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Thank You

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